

Subhayan Mukerjee

CONTACT

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ACADEMIC EMPLOYMENT

National University of Singapore, Singapore Oct 2020 – present
Assistant Professor, Computational Communication
Department of Communications and New Media
Principal Investigator
Centre for Trusted Internet & Community

University of Pennsylvania, Philadelphia, PA, USA Aug 2015 – Aug 2020
Research Fellow
Annenberg School for Communication

University of Oxford, Oxford, UK May 2019 – Jun 2019
Research Assistant
Reuters Institute for the Study of Journalism

Harvard University, Cambridge, MA, USA Jun 2016 – Aug 2016
Research Assistant
Berkman Klein Center for Internet & Society

EDUCATION

University of Pennsylvania, Philadelphia, PA, USA Aug 2015 – May 2020
Ph.D. Communication
M.A. Communication

BITS-Pilani, Pilani, Rajasthan, India Aug 2009 – May 2014
M.Sc. Mathematics
B.E. Computer Science

REFEREED JOURNAL PUBLICATIONS

8. Zhang, W., **Mukerjee, S.**, Qin, H. Topics and sentiments influence likes: A study of Facebook public pages' posts about COVID-19 vaccination. Forthcoming in *Cyberpsychology, Behavior, and Social Networking*
7. **Mukerjee, S.**, Jaidka, L., & Lelkes, Y. (2022) [The Political Landscape of the U.S. Twitterverse](#). *Political Communication*. Advance online publication.
6. **Mukerjee, S.**, Yang, T., Stadler, G. & González-Bailón, S. (2022) [What Counts as a Weak Tie? A Comparison of Filtering Techniques to Analyze Co-Exposure to News](#). *Social Networks*, 68, 386–393
5. **Mukerjee, S.** (2021) [Rethinking Audience Fragmentation Using a Theory of News Reading Publics: Online India as a Case Study](#). *The International Journal of Press/Politics*, 19401612211072700
4. **Mukerjee, S.** (2021) [A Systematic Comparison of Community Detection Algorithms for Measuring Selective Exposure in Co-exposure Networks](#). *Scientific Reports*, 11, 15218
3. **Mukerjee, S.**, & Yang, T. (2021). [Choosing to Avoid? A conjoint experimental study to understand selective exposure and avoidance on social media](#). *Political Communication*, 38(3), 222–240

	<ol style="list-style-type: none"> 2. Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of Audience Overlap in the Consumption of Digital News. <i>Journal of Communication</i>, 68(1), 26–50. 1. Mukerjee, S. (2016). Net neutrality, Facebook, and India's battle to #SaveTheInternet. <i>Communication and the Public</i>, 1(3), 356–361.
BOOK CHAPTER	<ol style="list-style-type: none"> 1. Mukerjee, S. & González-Bailón, S., (2020) Social Media Data: Quantitative Analysis. In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), <i>SAGE Research Methods Foundations</i>
POPULAR PRESS	<ol style="list-style-type: none"> 4. Neyazi, T. A., Kuru, O., & Mukerjee, S. (2021, April 28) In West Bengal, why Covid is likely to turn the poll turf in favour of Mamata <i>The Print</i> 3. Mukerjee, S., Jaidka K. & Lelkes, Y. (2020, July 9) Our study found little evidence that Twitter is biased against conservative opinion leaders. <i>The Washington Post</i>. 2. Mukerjee, S. & Majó-Vázquez, S. (2019, June 28) During the Indian election, news audiences consumed a wide and diverse range of sources. <i>Nieman Journalism Blog</i>. 1. Mukerjee, S. (2012, June) An Open World. <i>Linux For You</i> (print magazine) 10(4) pp. 24-26
MEDIA COVERAGE	<ol style="list-style-type: none"> 2. Twitter, Plateforme Politique? (2022, May 10) <i>La Presse</i> (in French) 1. Online readers didn't polarise during Lok Sabha polls: Study (2019, June 26) <i>The Indian Express</i>
SOFTWARE	<ol style="list-style-type: none"> 1. Mukerjee, S. {coexposuRe}: An R package for modeling audience networks. https://www.github.com/wrahoool/coexposuRe
OTHER PUBLICATIONS	<ol style="list-style-type: none"> 2. Majó-Vázquez, S., Mukerjee, S., Neyazi T. A., & Nielsen, R. K. (2019) Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections. <i>Reuters Institute for the Study of Journalism Factsheet</i>. 1. Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. Response to Webster and Taneja's Response to Networks of audience overlap in the consumption of digital news <i>Journal of Communication</i>, 68(3), E15-E18.
WORKING PAPERS	<ol style="list-style-type: none"> 6. Jaidka, K., Mukerjee, S., & Lelkes, Y. Censorship on social media: Twitter shadow-bans are rare, sometimes political, and unevenly applied. (<i>revise & resubmit</i>) 5. Mukerjee, S., Yang, T., & Peng, Y. Metrics in Action: How Social Metrics Determine Media Agenda on Facebook (<i>under review</i>) 4. Neyazi, T. A., Kuru, O., & Mukerjee, S. (In)Civility of Campaign Videos and User Comments on Facebook: Affective Polarization and Mobilization (<i>under review</i>) 3. Mukerjee, S. Digital News Consumption in India (<i>in preparation</i>) 2. Vachery, J., Neyazi, T. A., & Mukerjee, S. Twitter: Is ideological polarization needed to be prominent? (<i>in preparation</i>) 1. Mukerjee, S., Jaidka, K., & Lelkes, Y. Echo-Chambers and Affective Polarization: A Twitter Field Experiment (<i>in progress</i>)

15. **Mukerjee, S.**, Yang, T., Peng, Y. (2022) Metrics at work? How social media metrics shape news production on Facebook *accepted for the 8th International Conference Computational Social Science*, Chicago, IL.
14. Zhang, W., **Mukerjee, S.**, Qin, H. (2022) Topics and sentiments influence likes: A study of Facebook public pages' posts about COVID-19 vaccination textitaccepted for the 8th International Conference Computational Social Science, Chicago, IL.
13. **Mukerjee, S.**, Yang, T., Peng, Y. (2022) Metrics at work? How social media metrics shape news production on Facebook *accepted for the 72nd Annual Conference of the International Conference Association*, Paris, France
12. Jaidka, K., **Mukerjee, S.**, Lelkes, Y. (2022) An audit of Twitter's shadowban sanctions in the United States. *accepted for the 72nd Annual Conference of the International Conference Association*, Paris, France
11. Neyazi, T. A., Kuru, O., & **Mukerjee, S.** (2022) (In)Civility of Campaign Videos and User Comments on Facebook: Affective Polarization and Mobilization *accepted for the 72nd Annual Conference of the International Conference Association*, Paris, France
10. Jaidka, K., **Mukerjee, S.**, Lelkes, (2021) Y. An audit of Twitter's shadowban sanctions in the United States. *The 7th International Conference on Computational Social Science*, ETH Zurich, Switzerland
9. **Mukerjee, S.** (2021) Measuring Selective Exposure: A Systematic Comparison of the Application of Community Detection Algorithms in Theoretical and Empirical Co-exposure Networks" . *The 7th International Conference on Computational Social Science*, ETH Zurich, Switzerland
8. **Mukerjee, S.** (2021) A Systematic Comparison of the Application of Community Detection Algorithms in Theoretical and Empirical Co-exposure Networks *Networks 2021: A Joint Conference of Sunbelt and Network Science*
7. **Mukerjee, S.**, (2021) Measuring Selective Exposure: A Systematic Comparison of Community Detection Algorithms in Coexposure Networks *The 71st Annual Conference of the International Conference Association*, Denver, CO.
6. **Mukerjee, S.**, (2020) A Network Model of Selective Exposure and Audience Behavior Using Community Detection *The 9th International Conference on Complex Networks and their Applications*, Madrid, Spain.
5. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA
4. **Mukerjee, S.** (2020) Understanding Audience Fragmentation by a Community Extraction Method: Evidence from India. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA
3. **Mukerjee, S.**, & Yang, T. (2020) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 70th Annual Conference of the International Conference Association*, Gold Coast, Australia
2. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 70th Annual Conference of the International Communication Association*, Gold Coast, Australia
1. **Mukerjee, S.**, & Yang, T. (accepted) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 78th Annual Conference of the Midwest Political Science Association* (conference canceled due to COVID-19)

INDUSTRY EMPLOYMENT	Abzooba Inc. Kolkata, India	Jun 2014 – Jul 2015
	Data Scientist	
	Bravo Lucy As. Hyderabad, India	Jun 2013 – Jun 2014
	Software Engineering Intern	
	Ericsson Global Kolkata, India	Jun 2012 – Jul 2012
	Software Engineering Intern	
TEACHING EXPERIENCE	National University of Singapore	
	Visualising Data (Masters Seminar)	
	Coding for Communicators (Masters Seminar)	
	Quantitative Research Methods (Undergraduate Lecture and Tutorial)	
	Quantitative Research Methods (Ph.D. Seminar)	
	Theories of Communications and New Media (Undergraduate Tutorial)	
	University of Pennsylvania	
	Understanding Social Networks (Undergraduate Lab Assistant)	
	Media Industries and Society (Undergraduate Teaching Fellow)	
GRANTS AND FELLOWSHIPS	Digital Political Campaigns in Asia (SGD 180,000)	2021–2023
	Collaborative Data Trust (co-PI) (SGD 111,500)	2021–2023
	Centre for Trusted Internet & Community; Faculty of Arts & Social Sciences, NUS	
	AI, Disinformation, and the Public Good (co-PI) (SGD 450,000)	2021–2022
	Defence, Science and Technology Agency (DSTA), Singapore.	
	Start-up Research Grant (PI) (SGD 75,000)	2021–2024
	Faculty of Arts & Social Sciences, NUS	
	Seed Research Funding (USD 1,300)	2019–2020
	Summer Institute of Computational Social Science (SICSS), Chicago	
	Student Research Grant	2019
	Graduate and Professional Student Assembly, University of Pennsylvania	
	Dissertation Research Fellowship (USD 31,000)	2019–2020
	Annenberg School for Communication, University of Pennsylvania	
	Dissertation Grant (USD 1,700)	2019–2020
	Annenberg School for Communication, University of Pennsylvania	
	Dean's Summer Fellowship (4× USD 4,000)	2015–2019
	Annenberg School for Communication, University of Pennsylvania	
	Travel Scholarship	2018–2019
	National Science Foundation	
	Travel Scholarship	2018
	Northwestern University	
	Doctoral Fellowship	2015–2020
	University of Pennsylvania	

INVITED LECTURES (LAST 3 YEARS)	11. NUS Lifelong Learning Festival National University of Singapore	July 2022
	10. Communications, New Media & Society Guest Lecture National University of Singapore	Feb 2022
	9. CNM Seminar Series National University of Singapore	Aug 2021
	8. SICSS Invited Lecture Summer Institute in Computational Social Science, Beijing	Jun 2021
	7. Theories of Communication and New Media Guest Lecture National University of Singapore	Mar 2021
	6. Digital Media, Networks, & Political Communication Lab University of Pennsylvania, Philadelphia PA	Feb 2021
	5. Human Cooperation Lab Massachusetts Institute of Technology, Cambridge MA	Apr 2020
	4. Computational Communication Research Seminar University of Wisconsin-Madison, Madison WI	Mar 2020
	3. Digital Propaganda and Public Opinion Lecture National University of Singapore, Singapore	Mar 2020
	2. Microsoft Research Seminar Microsoft Research, New York City NY	Jan 2020
	1. The Center for Social Media and Politics New York University, New York City NY	Jan 2020
SERVICE TO DISCIPLINE	Organizer <i>Summer Institute in Computational Social Science (SICSS) - Singapore</i>	2022
	Senior Committee Member <i>The Intl AAAI Conference on Web and Social Media (ICWSM)</i>	2021-22
	Program Committee Member <i>The IEEE Intl Conference on Data Science and Adv Analytics (IEEE DSAA)</i>	2022-23
	Ad-hoc Journal Reviewer <i>Journal of Communication, Digital Journalism, EPJ Data Science, International Journal of Press/Politics, PLOS One, Public Opinion Quarterly, Journalism Studies, International Journal of Communication</i>	
	Ad-hoc Conference Reviewer <i>The Annual International Communication Association (ICA) Conference</i> <i>The International AAAI Conference on Web and Social Media (ICWSM)</i>	
	Committee Member, <i>CNM Seminar Committee, NUS</i>	2021-23
	Committee Member, <i>Research Committee, NUS</i>	2020-23
SERVICE TO DEPARTMENT	Committee Member, <i>Graduate Admissions Committee, NUS</i>	2021-22
	Coordinator, <i>DiMeNet research group, Penn</i>	2016-18
	Committee Member, <i>Annenberg Graduate Student Symposium Committee, Penn</i>	2017-18
	Organizing Member, <i>Penn-Rutgers-Princeton Social Epistemology Workshop</i>	2017

SKILLSET	<p>Quantitative Methods: Network analysis, statistical modeling, machine learning, experimental design, natural language processing, agent-based modeling, causal inference</p> <p>Programming/Scripting: R, Python, SQL, Java, C++, C, L^AT_EX, Markdown, Git, JavaScript (basic).</p>
ADDITIONAL TRAINING	<p>Summer Institute in Computational Social Science (SICSS)-Chicago Jun 2019 Northwestern University</p> <p>Mediterranean School of Complex Networks Sep 2017 Universitat Rovira i Virgili, Italy</p> <p>Annenberg Summer Institute in Methods & Statistics Jun 2017 University of Southern California</p> <p>Scale Construction Critical Studies of Networked Infrastructure</p>
MEMBERSHIP	International Communication Association
REFERENCES	<i>Available upon request.</i>